FEEK'S VISION

A DOCUMENTARY FILM BY KEN HOWIE

Dear Friend,

A revealing new documentary about one of rodeo's most influential bucking horse bloodlines, Feek's Vision, is the inspired production of filmmaker and photographer Ken Howie (Special Cowboy Moments, Hardship to Freedom). In the 1930s, C.E. "Feek" Tooke foresaw the end to the availability of wild horses as rodeo stock and envisioned a program for breeding horses with a strong propensity to buck. Recognizing the significance of Feek's story, Howie was compelled to create a film that would capture this important rodeo history to be enjoyed by generations of rodeo fans and horse lovers, as well as students of genetics.

Rodeo champions such as Larry Mahan, Deb Copenhaver, Clint Johnson, Dan Mortenson, Brad Gjermundson and Ty Murray share stories and historical details about the Tooke Bucking Horses and their profound impact on the sport of rodeo. Legendary stock contractors Harry Vold, Cotton Rosser and Mel Potter (Rodeo, Inc.), Matt Burch (Burch Rodeo), Sparky Dreesen (J Bar J) and Powder River Rodeo's Franzen family share their testaments to Tooke bred horses, many still winning titles today. Traveling thousands of miles to capture original footage, Howie brings revered rodeo legends to the screen, sharing memories of their matches against Tooke bred horses in the arena.

This film would not be possible without an entire team. I hope you'll be a part of this team, accepting the opportunity to show your support of this important documentation of rodeo history. With your generosity, we can give this film the attention such an important historic record deserves. With its high level of detail and exquisite production values, this film is destined to have a widespread and long lasting impact on the understanding and appreciation of the sport of rodeo. We invite you to join a roster of rodeo luminaries who have already gotten behind the success of this landmark documentary.

Enclosed is a list of sponsorship opportunities and benefits, including the most current version of an increasing list of places where your name, or that of your organization, will be seen by film audiences and rodeo fans, nationwide.

You'll also find information about our Fiscal Agent, the Carter County Museum in Feek's hometown, Ekalaka, MT. As part of our partnership with the museum, 10% of all sponsorship monies received for Feek's Vision will be used to help fund the expansion of the Carter County Museum and an all new Tooke Bucking Horse exhibit.

I welcome the opportunity to speak with you personally, to discuss the project in greater detail. Please feel free to call me directly at (701) 495-1705.

With great respect and appreciation,

Theresa Howie
Writer/Producer

FEEK'S VISION

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Corporate Sponsorship Identity Placement / Visibility and Coverage

Demographic - 43 million adults identifying themselves as Pro Rodeo fans

Preview Presentations

- Sponsor presence at Exclusive Preview presentations throughout 2019. May include on-screen logo and commercial spots, signs and/or banners, branded merchandise.
- Sponsor presence at private fundraising events at the ProRodeo Hall of Fame in Colorado, the North Dakota Cowboy Hall of Fame and in Montana.

Film Trailer

- Jumbo screen display at rodeos through 2020, nationwide.
- Theater previews – mainly rural, nationwide through 2020
- Western Heritage Museum auditoriums
- Rodeos and Cowboy Halls of Fame
- Daily online views (organic and paid promotion)

Completed film

- Theater presentations in Las Vegas during the 2020 NFR
- Hall of Fame and museum presentations through 2020
- Theater presentations – mainly rural, nationwide through 2020
- EQUUS Film Festival, 2020
- Film Festival Screenings through 2020

Television/Cable/Streaming

- Local network and public access television - ND and MT
- RFD-TV / The Cowboy Channel
- Regional PBS Stations

DVD/Blu-ray

- First run - 10,000 impressions
- Sponsor logo at open and/or close of film. May include :30 spot preceding film.

Press/Media

- Social Media - Tooke Bucking Horse and Feek's Vision Faceboook pages (Over 45,000 Followers)
- Press Releases
- Published Articles – Print and Online
- Radio and TV interview mentions
- Print Ads

FEEK'S VISION
SPONSOR LEVELS

Regional

$2,500 Donor Level – Red Carpet Sponsor

- Recognition in publicity materials in your region.
- Recognition on the film's social media pages.
- 20 copies of *Feek's Vision* on DVD.
- Your location listed as an outlet for DVD purchase.

$5,000 Donor Level – Premiere Sponsor

- Name/logo shown in theater presentations in your region.
- Recognition in local publicity materials.
- Recognition on the film's social media pages.
- 40 copies of *Feek's Vision* on DVD.
- Your location listed as an outlet for DVD purchase.

National

$25,000 Donor Level – Producer

- Producer credit on the completed film.
- Name/logo shown at the end of the completed film on DVDs, in all theater presentations.
- :30 commercial shown at the end of the film on DVDs and in television and cable presentations, nationwide.
- Recognition in all national publicity materials.
- Recognition on the film's social media pages.
- DVD of the finished film, signed by the filmmaker.

KEN HOWIE

Ken made his directorial debut with *Hardship to Freedom* (2015), a documentary celebrating the spirit of the Ukrainian pioneers and their immigration, homesteading in North Dakota in the early 1900's.

A graduate of Colorado Institute of Art, Ken spent the early years of his career learning lighting and production techniques in New York. He made Arizona his home in 1996, and for many years served his clients' high-end advertising and product photography and video needs from his studio in downtown Phoenix.

Ken's high benchmarks for quality, an easy-going personality and many years of professional experience have time and again benefited noted national clients such as Tommy Bahama, LG, Fender Musical Instruments Corporation, Rockford Fosgate and Banner Health Foundation.

Ken's exceptional photography is featured throughout coffee table books, beautifully showcasing the couture collections of fashion icons such as James Galanos, Cristobal Balenciaga, Badgley Mischka, Ralph Rucci, Tatiana Sorokko and Ann Bonfoey Taylor. Ken also applied his talent and experience to "*The Tom Mix Cord: Saga of a Western Film Star's Classic Motorcar*".

In the summer of 2013, Ken Howie made his way back to his home state, North Dakota, to move into the next phase of his career plans - documentary filmmaking.

An introduction to television producer Kevin Holten in 2014 revealed a common passion for the history of western heritage, and a desire to capture and share the stories of yesteryear that shaped the ranching and rodeo lifestyle of today. By 2015, the pair's television series "*Special Cowboy Moments*" was airing weekly on North Dakota NBC stations, with Ken seated as Director of Photography. Early 2017 marked the leap to national television with the series debut on RFD-TV where it continues to air twice weekly. By mid-2018, Ken had filmed over 100 episodes.

Ken's latest documentary project, *Feek's Vision*, tells the story of how one man, with one amazing string of bucking horses, changed the future of rodeo. The film is currently in production, scheduled for release in 2019.

Ken Howie Studios
P.O. Box 568
Dickinson, ND 58602

(701) 495-1705

studio@kenhowie.com
www.kenhowie.com

January 2017

To Whom it May Concern,

The Carter County Geological Society, doing business as the Carter County Museum (CCM) supports the "Feek's Vision" Documentary as the fiscal sponsor of the project.

The Carter County Geological Society is a 501(c)3 nonprofit organization founded in 1936 to increase and diffuse knowledge, advance the science of archaeology and paleontology, and collect and preserve objects of historic, artistic, and scientific interest. Located in the southeastern corner of Montana, the CCM's exhibitions celebrate the storied history of the region, ranging from paleontological collections from 80 million years ago, through the enduring traditions of American Indian tribes, to the ranching lifestyles of today. The museum is a sister museum of the Museum of the Rockies in Bozeman, Montana a member of the Montana Dinosaur Trail and Kumamoto Montana Natural Science Museum Association, as well as a silver level participant on GuideStar, the world's largest source of nonprofit information.

The Feek Tooke Bucking Horse Collection is a keystone exhibition for the Carter County Museum's *Keep Collections Local Expansion Project*. Feek Tooke moved to Ekalaka in 1913 and began raising and training horses on the family ranch. He has been hailed as the "Henry Ford of the bucking horse industry" and was inducted into the PRCA Hall of Fame in 2008. Tooke bucking horses began their lives right here in Carter County, raised to compete at ranch rodeos in Ekalaka and the famous Miles City Bucking Horse Sale. Donated by the Tooke family, the collection at the museum contains plaques, Hall of Fame and other trophies, branding irons and the rubber flank cinch – a Feek Tooke invention that is still used for bucking horse stock today. The keystone exhibition will showcase Grey Wolf, an 1,800 pound, 17 hand tall stallion that would go on to become one of the greatest breeding horses in United States rodeo history.

We have partnered with Ken Howie Studios for this project to tell this remarkable, old west story of ingenuity and hard work so that others may learn Feek Tooke's contribution to history and its roots in Ekalaka, Montana.

If you have questions or need additional information about the Geological Society or our museum, please feel free to contact me at smoore@cartercountymuseum.org.

Sincerely,

Sabre Moore

Sabre Moore
Executive Director, Carter County Museum

306 N Main Street, PO Box 445
406.775.6886
cartercountymuseum.org

Internal Revenue Service

Date: February 23, 2006

CARTER COUNTY GEOLOGICAL SOCIETY
LOCAL
EKALAKA MT 59324

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:
Linda A. Hill 31-08391
Customer Service Representative
Toll Free Telephone Number:
877-829-5500
Federal Identification Number:
81-6012684

Dear Sir or Madam:

This is in response to your telephone request regarding your organization's tax-exempt status.

In April 1938, we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under section 509(a)(2) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,

Janna K. Skufca

Janna K. Skufca, Director, TE/GE
Customer Account Services